

ABSTRACT OF THE DISCLOSURE

A lenticular lens array for creating a visual effect for an image viewed through the lenticular lens array comprises a plurality of lenticules disposed adjacent to each other. Each lenticule comprises a lenticular lens element on one side and a substantially flat surface on an opposite side. Each lenticular lens element has a vertex and a cross section comprising a portion of an elliptical shape. Alternatively, the cross section can comprise an approximated portion of an elliptical shape. The elliptical shape comprises a major axis disposed substantially perpendicular to the substantially flat surface of each respective lenticular lens element. The vertex of each respective lenticular lens element lies substantially along the major axis of the elliptical shape.

King & Spalding Docket No: 08690.105002

15